

APPROVED: Meeting No. 32-95

ATTEST: *Paula Jewell*

MAYOR AND COUNCIL  
ROCKVILLE, MARYLAND  
Meeting No. 15-95

March 6, 1995

The Mayor and Council of Rockville, Maryland, convened in Worksession in the Council Chamber, Rockville City Hall, 111 Maryland Avenue, Rockville, Maryland, on March 6, 1995, at 7:35 p.m.

PRESENT

Mayor James F. Coyle

Councilmember Robert E. Dorsey

Councilmember Rose G. Krasnow

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Councilmember Nina A. Weisbroth

In attendance: Acting City Manager Rick Kuckkahn, City Clerk Paula Jewell, and City Attorney Paul Glasgow. Also in attendance were Community Development Director Neal Herst and Real Estate Specialist Bernie Fitzgerald.

Re: Worksession with Economic  
Development Council

The Mayor and Council met in Worksession with EDC Chairperson Harriet Margolis and Commission members Joseph Zuccaro and Richard Stoner to discuss the following issues:

1. Membership in Trade Organizations - EDC is recommending that the City join other businesses and trade organizations in the Washington area in order to give Rockville a presence without having to depend on the County and the State.

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2.     Industrial Space in Rockville - The EDC feels there is a need for more industrial space in Rockville and they asked Mr. Fitzgerald and Mr. Herst to conduct a survey among current businesses that occupy industrial space in Rockville in order to determine whether there is a desire to expand in the City. Mr. Fitzgerald reported that the industrial survey was kicked off on March 1st and staff planned to create a data base with the information received. Councilmember Krasnow suggested that staff also find out how long the various users have occupied industrial spaces and find out what their plans are to expand. Mayor Coyle noted that with an expanding technology base, it could be determined what types of support systems, e.g., protection of industrial basis, are available. Councilmember Weisbroth said it would also be helpful to know what available land is being used. Ms. Margolis suggested that the Mayor and Council review the survey prior to it being mailed out.

3.     Affordable Housing - The EDC would like to look into supporting various bills before the State Legislature that would reduce closing costs to make housing more affordable. Councilmember Krasnow pointed out that this issue ties in with the previous issue regarding industrial space; she said that some businesses are concerned that the lack of affordable housing in the area deterred some from relocating here. Councilmember Marrinan suggested that the Mayor and Council may want to go on record in support of any bills before the State Legislature that would reduce closing costs.

4. Biotechnological Industry - Commissioner Joe Zuccaro said that one of his clients is a biotech firm that formed a non-partisan Mayor's biotech caucus sponsored by biotechnological industry organizations; Mr. Zuccaro forwarded this information to Mayor Coyle.

5. English Language Programs - The EDC met with leaders of the ESOL program in Montgomery County to ascertain what the needs are for programs that provide basic instruction in the English language in order to benefit employers and employees in the work place. Mr. Fitzgerald suggested that such a question could be included in the survey. The Mayor and Council pointed out that there were organizations in the City (Hispanics United for Rockville and the Latino Outreach Program) that were also trying to serve this need. However, there are other concerns and some social issues which affect the success of such programs; most courses require a minimum English requirement to even get into such classes, there are many students are very transient, the turnover rate in businesses is high, and students have problems meeting classes due to child care needs and the lack of transportation. Councilmember Dorsey said that it would be valuable for businesses to describe what minimum level of English that they would require in basic entry positions.

6. Future EDC Activities - The following suggestions were noted as activities that EDC could consider in the future:

- (a) EDC should make sure that someone attend Town Center business meetings.

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- (b) There is a need for greater connections between EDC and the Chamber of Commerce.
- (c) What types of businesses does the EDC feel the Mayor and Council should attract to the City?
- (d) Look into ideas for how more sales tax dollars can go to the City.
- (e) Look at what the City Code allows for more innovative opportunities to come to the City, especially in view of the downtown redevelopment project, i.e., portable food vendors.

7. Economic Development Plan - Mr. Fitzgerald will prepare a memo updating the Mayor and Council on staff's efforts to implement the City's Economic Development Plan. Mayor Coyle suggested that the Mayor and Council may want to schedule discussion of the plan at a future meeting.

The Worksession with the Economic Development Council adjourned at 8:20 pm.

Re: Worksession with Science,  
Technology, and Environment  
Commission (STEC)

The Mayor and Council met in Worksession with STEC Chairperson John Keith and Commission members, Geoffrey Kidd, Nathaniel Woodrick, Robert Mangold, and Eugene Russin. Also in attendance was Water Plant Superintendent Ted Davis.

1. Review of STEC activities to date:

- (a) Science for Citizens Lectures - The Commission reported that this program has had mixed success; some topics were better received than others, e.g., the information highway, interactive technology, health education, and endangered species.
- (b) Storm water management - The Commission is planning future lectures and activities around storm water management and input into the waiver process.
- (c) Science Day - This annual event held in April is very successful.
- (d) GIS - Commissioner Woodrick is active in this area and recommends that the Commission continue to monitor technology.
- (e) Sustainable Development - The Commission feels this is a win-win situation for the City and gave a more detailed overview of the program (see #2 below).

Mayor Coyle recommended that the Commission might want to develop a City Hall Report segment featuring the activities the Commission has been involved with over the past year.

2. Presentation on Sustainable Indicators - Commissioner Mangold explained that sustainable development indicator concepts (a) seek to find a balance between environment, economy, and community; (b) have a long-term focus and connection to the future, and (c) form interrelations among programs. Indicators involve all agencies and departments in the City. Mr. Mangold explained how indicators could be used to improve City government by

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helping monitor governance, setting priorities, improving accountability, empowering and educating citizens, and connecting employees to the mission for performance improvement. Mr. Mangold shared with the Mayor and Council, copies of a Seattle, Washington model and a Pioneers Document and said that a similar process could be used for Rockville.

The Mayor and Council discussed the issue of sustainable indicators and made the following comments:

- (a) Administrative costs to develop, carry out and track sustainability of development indicator projects could be astronomical. Resources required to carry out the plan would need to be determined up front.
- (b) How long before results would be recognized without great amounts of money being expended?
- (c) STEC was asked to look at cities of comparable size to Rockville and make a recommendation of the type of plan that would work best for the City.
- (d) Priority issues could be separated out from the group of indicators and addressed more immediately based on available funds.
- (e) Human service needs is an issue that should be considered as an indicator.
- (f) Input from all of the City's boards and commissions would be needed.

Councilmember Dorsey commented that it would be interesting to know at what point the project could be abandoned if necessary. He also pointed out that a different

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board or commission might be appropriate in taking the lead on a sustainable development indicator program.

The Mayor and Council agreed to review the models and documents distributed by the Commission and develop any questions for STEC to answer. STEC was asked to develop a 5-7 page action plan for staff and the Mayor and Council to review.

The Worksession with the Science, Technology, and Environment Commission adjourned at 9:15 p.m.

Re: Slide Presentation by Dennis Cain  
regarding lack of pedestrian  
accessibility in certain City areas

Dennis Cain, member of the Traffic and Transportation Commission, went out as a concerned West End citizen and took a variety of photographs showing areas in the City which were not fully accessible for walkers. Mr. Cain presented these experiences as a slide presentation to the Mayor and Council. The slides displayed problems of snow and ice buildup on sidewalks, at bus stops, berms, hazardous sidewalk and curb areas, obstructions on sidewalks by trees, cars in driveways, etc., and there are many areas where there were no sidewalks at all. Mr. Cain said the City needed to make Rockville a more "walker-friendly" community.

The Mayor and Council agreed that the issue should be made into a public education effort and may need some policy discussion.

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Re: Adjournment

There being no further business to come before the Mayor and Council, the Worksession was adjourned at 9:50 p.m. Upon motion of Councilmember Krasnow, duly seconded and unanimously passed, the Mayor and Council convened in Executive Session, pursuant to Section 10-508(a)(1)(4) of the State Government Article, Annotated Code of Maryland, to discuss a proposal for a business to remain and expand in Rockville.